

FILE

DEC 30 1946

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RUTH FINLEY, Editor  
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor  
NEW YORK 19, N.Y.

Eldorado 5-3693



## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

*Happy New Year  
Many Thanks  
For Your  
Holiday Greetings  
And Best Wishes  
For A Very  
Happy 1948  
The Editors*

\*\*\*\*\*  
\* HAPPY NEW YEAR \*  
\* WE APPRECIATE YOUR HOLIDAY GREETINGS VERY MUCH, \*  
\* AND WANT TO WISH YOU ALL A MOST HAPPY NEW YEAR. \*  
\* THE EDITORS \*  
\*\*\*\*\*

FASHION CALENDAR WILL REACH YOU ONE  
DAY LATE NEXT WEEK BECAUSE OF THE  
NEW YEAR'S HOLIDAY ON WEDNESDAY

WATCH FOR THE RESUMPTION OF OUR  
"FASHION JOB PAGE" IN THE FASHION  
CALENDAR OF JANUARY 6TH

### WEEK ENDING SATURDAY, DECEMBER 28, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Dec. 28 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW New Winter fashions for teen-agers, featuring clothes for sports and casual wear. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR

### WEEK BEGINNING MONDAY, DECEMBER 30, 1946

Monday Dec. 30 11:00 A.M.- 12:00 Noon	PRESENTATION OF MLE'S MERIT AWARDS FOR 1946 Mademoiselle's Merit Awards for 1946 will be presented to their winners, 10 young women of outstanding achievement during the past year, in a simple one-hour ceremony. By invitation only. Contact: Frances Hughes, Special Projects Editor, MU. 3-8910.	MADMOISELLE MAGAZINE	HAMPSHIRE HOUSE COTTAGE
Monday Dec. 30 12:30 P.M. Luncheon	PRESS PREVIEW: "TRANS- WORLD" COLLECTION Press luncheon to introduce Dorothy Gray's new "Trans-World" makeup. Attendance strictly by invitation. Publicity: Olga Fabian, WI. 2-6109.	DOROTHY GRAY	HOTEL PIERRE COTILLION ROOM
Monday Dec. 30 1:00 P.M. Luncheon	"CLIPPER CRUISERS" AT LUNCHEON SHOW Russeks will present a showing of "Clipper Cruisers", a cargo-full of packable clothes for bright-with-sun clipper ports. Public by reservation. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Monday Dec. 30- Jan. 18	SOUVENIRS AND ECHOES OF METROPOLITAN OPERA Exhibit of costumes, jewelry, portraits, etc. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 1	NEW YEAR'S DAY (Wednesday)		
Postponed Jan. 2	THE MARY GOODFELLOW MILLINERY FASHION SHOW, ORIGINALLY SCHEDULED FOR TUESDAY, JAN. 2, HAS BEEN POSTPONED TO TUESDAY, JAN. 14 AT 4:00 P.M.		
Week Of Jan. 6	EIGHTH NATIONAL PRESS WEEK	NEW YORK DRESS INSTITUTE	NEW YORK CITY
	Visiting fashion editors from leading newspapers of the United States and Canada will be in N. Y. during the week of January 6, for the Eighth National Press Week. They will see couture collections from New York Dress Institute designers, to be shown daily from 9:30 A.M. to 4:30 P.M. with two evening showings during the week. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 6 12:30 P.M. Luncheon	LUNCHEON FOR OUT- OF-TOWN EDITORS	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA ASTOR GALLERY
	Luncheon for visiting editors to mark official opening of Press Week. <u>Press strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.		
Cancelled Jan. 6	THE PRESS SHOWING OF THE LINDELLE SPRING BAG COLLECTION, ORIGINALLY SCHEDULED FOR MONDAY, JANUARY 6, AT 4:30 P.M., HAS BEEN CANCELLED.		
Monday Jan. 6 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF NEW LINGERIE FASHIONS	ODETTE BARSA	16 EAST 34TH STREET FIFTEENTH FLOOR
	"Spring Chromance" -- presentation of Odette Barsa's new dramatic lingerie creations -- a new mood in at-home fashions. Showing at 5:30 P.M. For local and out-of-town press <u>by invitation only.</u> Publicity: Ann R. Silver Associates, MU. 2-8633.		
Monday Jan. 6 6:30 P.M.- 8:30 P.M.	COCKTAIL PARTY FOR VISITING EDITORS	PRIMROSE HOUSE, INC.	379 PARK AVENUE SALON
	Primrose House will have a cocktail party to welcome the out-of-town editors. By invitation only. Publicity: Mary Brown, CI. 5-7434.		
Week Of Jan. 6	SHOE GUILD WARM WEATHER OPENINGS	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	Shoes for summertime wear, featuring styles influenced by the latest trends in apparel. Delivery will be for March, April and May. In addition to the showing and sale of footwear, this opening will mark the planning of distribution policies between manufacturers and retailers. Member firms of the Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thomas Cort Ltd.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller and Sons, Inc.; Newton Elkin Shoe Co., (Pandora); Palter Deliso, Inc.; Schwartz and Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc., (Lupine); Morris Wolock Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.		
Tuesday Jan. 7 8:30 A.M. Breakfast	FASHION SHOW FOR VISITING EDITORS	MILDRED O'QUINN	ST. REGIS HOTEL LOUIS XVI SUITE
	Mildred O'Quinn will present her Spring and Summer collection to the out-of-town editors. Showing will begin promptly at 9:00 A.M. Attendance strictly by invitation. Publicity: Nona James, VO. 5-3440.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 7 8:30 A.M. Breakfast	PREMIERE: "GUILD SHOE-VUES OF 1947" World Premiere Performance and dramatization of the future of better shoes, a vital and realistic approach to the shoe business of tomorrow. "Guild Shoe-Vues of 1947", featuring stars of stage, screen and radio, has been prepared by the top writing talent of America. (For member firms of Guild of Better Shoe Mfrs., see announcement on page 2.) Admittance by invitation only. Public relations handled by Kate Goldstein Kamen, 875 Fifth Avenue, RE. 4-4888.	GUILD OF BETTER SHOE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 7 12:00 Noon Luncheon	SEVENTH BIRTHDAY PARTY: DUBARRY SUCCESS COURSE Ann Delafield, director of the DuBarry Success Course, will invite the local and out-of-town press to the Success Course's Seventh Anniversary Birthday Luncheon. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	HOTEL ASTOR
Postponed Jan. 7	THE LUCIENNE HARANG PRESS SHOWING OF NEW GLOVES AND BLOUSES FOR SPRING, ORIGINALLY SCHEDULED FOR TUESDAY, JAN. 7, AT 3:30 P.M., HAS BEEN POSTPONED. (NEW DATE WILL BE ANNOUNCED LATER.)		
Tuesday Jan. 7 4:00 P.M. Cocktails	SHOWING OF SPRING AND SUMMER COLLECTION Laddie Northridge's forecast of '47 Spring and Summer hats at a showing for the N. Y. fashion press. By invitation <u>only</u> . Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH ST. SALON
Tuesday Jan. 7 4:45 P.M. Cocktails	PRESENTATION OF "FASHIONS FOR SELLING" Cocktail party and showing of small, high-fashioned group of daytime frocks featured under the Mayflower and Amerisport labels for misses'; and Nan Scott for Juniors. For press, merchandise executives and buyers, by invitation only. Publicity: Bea Baris, LO. 3-6759.	MAYFLOWER DRESS CO. (1350 BROADWAY)	HOTEL McALPIN BLUE ROOM
Tuesday Jan. 7 5:00 P.M. Cocktails	JUNIOR FASHION SHOW FOR VISITING EDITORS Showing of "Junior Mix and Match" fashions by Tilly Schanzer to be presented to out-of-town editors during cocktails. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER (498 SEVENTH AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Jan. 7 5:30 P.M.- 7:30 P.M. Cocktails	PARTY TO CELEBRATE SEVENTIETH ANNIVERSARY Lambert Brothers' Jewelry will celebrate their 70th anniversary with a special showing of diamonds and other fine jewelry. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	LAMBERT BROTHERS, INC. LEXINGTON & 60TH ST.	2ND FLOOR GIFT SHOP
Wednesday Jan. 8 8:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST Latest millinery creations by uptown designers will be presented to the out-of-town fashion editors. (Jewelry by Castlecliff. Publicity: Dorothy Lansing, PL. 8-3145). Attendance strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE EAST BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 8 10:30 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER MILLINERY Sally Victor will present a showing of her new millinery for Spring and Summer to the N. Y. fashion press. (Showing for out-of-town press on Saturday, Jan. 11) Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD ST. SALON
Wednesday Jan. 8 12:00 Noon Luncheon	SHOWING SPRING LINE TO VISITING PRESS Luncheon showing of Spring line of Varden Petites and Varden Casuals to be presented to the out-of-town fashion press. ( <u>Note change of date</u> ). Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	VARDEN DRESS CO., INC.	530 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 8 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING AND SUMMER MILLINERY "Tomorrow, for an Indefinite Stay" -- a collection of Mme. Pauline's new Spring and Summer millinery. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	MADAME PAULINE	6 EAST 53RD STREET SALON
Wednesday Jan. 8 4:00 P.M.- 6:00 P.M. Cocktails	"GEMS OF FASHION" OR "RAFFLES' RETURN" Kramer Jewelry Co. presents a unique fashion showing of rhinestone jewelry. Attendance by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773. "Crime Does Not Pay!"	KRAMER JEWELRY CO.	HOTEL PIERRE ROOF
Wednesday Jan. 8 5:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS Laddie Northridge's forecast of 1947 Spring and Summer hats at a showing for the out-of-town press. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 8 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS The out-of-town and local press will be invited to a cocktail party at Prince Matchabelli's new Crown Room. Attendance by invitation only. Publicity: Leonore Buehler, PL. 3-7010.	PRINCE MATCHABELLI	711 FIFTH AVENUE CROWN ROOM
Wednesday Jan. 8 7:30 P.M. Dinner	THIRTEENTH ANNUAL FASHION PRESENTATION Annual fashion show marking the first efforts in the postwar period by the National Association of House Dress Manufacturers, emphasizing "Famous Labels in Daytime Fashions." Designed by A. A. Ostrander. Directed and written by Grace Houston. By invitation only. Contact: Rudi Lazarus, LA. 4-5550.	NATIONAL ASSN. OF HOUSE DRESS MNFRS.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 9 8:15 A.M. Breakfast	BREAKFAST SHOWING FOR FASHION EDITORS Semi-annual presentation of accessories -- Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs and Glenwear Blouses. Showing promptly at 9:00 A.M. For local and out-of-town fashion press, <u>strictly by invitation</u> . Publicity: Ann R. Silver Associates, MU. 2-8633.	FIVE LEADING ACCESSORY DESIGNERS	WALDORF-ASTORIA JADE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 9	"DIAMOND DAY"	N. W. AYER & SON, INC. 30 ROCKEFELLER PLAZA	RCA BUILDING 11TH FLOOR
All Day 9:00 A.M.- 6:00 P.M.	In response to many requests to see the process of diamond cutting, an all-day demonstration has been arranged in the Ayer offices with the cooperation of Lazare Kaplan, cutter of the Jonker diamond. Special features at 9:30 A.M., 12:00 Noon, and 5:00 P.M. Big exhibit of rough diamonds, colored diamonds, fancy cuts. Also newest diamond jewelry by Frank S. Hartley. Invitations have been issued.		
Thursday Jan. 9	PRESS SHOWING OF SPRING MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
11:00 A.M.	Presentation of Walter Florell's new Spring and Summer millinery at a showing for the press. (Buffet luncheon will be served.) Attendance by invitation only. Contact: Miss Edith, PL. 5-0895.		
Thursday Jan. 9	GLOVE VARIETY SHOW FOR PRESS	MARCEL WAGNER GLOVES	ST. REGIS HOTEL LOUIS XVI SUITE
3:30 P.M. Cocktails	Press preview of new colors, fabrics, and novelties in gloves by Marcel Wagner, from the most exotic long styles to the shortie for sportswear. Showing promptly at 4:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Thursday Jan. 9	PRESS PREVIEW: NEW LINGERIE FOR 1947	MADAME TEWI (9 EAST 48TH ST.)	RITZ CARLTON HOTEL CRYSTAL GARDEN
4:00 P.M. Cocktails	Thea Tawi will invite the local and out-of-town fashion press and buyers to a showing of her "First Collection for 1947"--new designs in intimate fashions. By invitation only. Contact: Alice O. Steindler, PL. 3-0831.		
Thursday Jan. 9	"FANTASY IN FASHION" MOVIE PREVIEW	SAM FRIEDLANDER	CHANIN AUDITORIUM 122 EAST 42ND ST.
4:00 P.M.- 7:00 P.M. Cocktails	Preview of Sam Friedlander's unusual motion picture, featuring 24 Moya originals, which will be shown exclusively in 150 cities from coast to coast beginning with the first week in February. Movie directed by Lemuel Ayers; musical score by Al Colombo; script by Peggy LeBoutillier; commentary by John Nesbitt; under supervision of Sam Friedlander. Showing at Chanin Auditorium (50th Floor) at 5:00 P.M. sharp. Attendance strictly by invitation. Contact: Harriet Rhoday, PE. 6-2663.		
Thursday Jan. 9	MILLINERY SHOW FOR VISITING EDITORS	WALTER FLORELL	29 EAST 53RD STREET SALON
5:30 P.M. Cocktails	Walter Florell will have a cocktail party for out-of-town fashion editors to present his new millinery collection. Attendance by invitation only. Contact: Miss Edith, PL. 5-0895.		
Friday Jan. 10	NEW ACCESSORIES AT PRESS BREAKFAST	NECKWEAR AND SCARF ASSOCIATION	HOTEL COMMODORE SOUTH ROOM
8:00 A.M. Breakfast	New accessories for Spring and Summer will be shown to the out-of-town fashion press during breakfast. Commentator: Mary Margaret McBride. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.		
Friday Jan. 10- Jan. 18	NATIONAL MOTOR BOAT SHOW	NAT'L ASSN OF ENGINE AND BOAT MANUFACTURERS	GRAND CENTRAL PALACE 480 LEXINGTON AVE.
11:00 A.M.- 11:00 P.M.	Thirty-seventh annual motor boat show--the nation's largest exposition of recreational craft, marine engines and nautical equipment, held for the first time since 1941. Admission: \$1.50 (including tax). Publicity: H. Clay Cotter, Bruno Associates, 30 Rockefeller Plaza, CI. 6-8040.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 10 4:00 P.M. Cocktails	PRESS SHOWING: "RESORT FASHIONS FOR MEN" Presentation of "Action Under the Sun"--McGregor Sportswear's unusual showing of resort fashions for men focused through a woman's eye. Cocktail showing especially for the out-of-town press, and newspaper, syndicate and magazine editors. Attendance by invitation only. Publicity: Ruth Farrell, Bert Nevins, Inc., WI. 7-9715.	McGREGOR SPORTSWEAR	TO BE ANNOUNCED
Friday Jan. 10 6:00 P.M. Cocktails	COCKTAIL BUFFET FOR VISITING PRESS Dan River will invite the out-of-town and local press to a cocktail buffet in the North Lounge atop the RCA Building at 30 Rockefeller Plaza. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., OR. 4-5600.	DAN RIVER MILLS	NORTH LOUNGE ATOP RCA BUILDING
Saturday Jan. 11 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her semi-annual millinery fashion show and breakfast for the out-of-town press. <u>Attendance strictly by invitation.</u> Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD ST. SALON
Saturday Jan. 11 5:30 P.M. Supper	PICNIC SUPPER FOR VISITING EDITORS Dana Perfumes will invite the out-of-town editors to a picnic supper. Attendance strictly by invitation. Publicity: Ruth Bolway, HA. 6-6688.	DANA PERFUMES	WALDORF-ASTORIA CARPENTER SALON
Monday Jan. 13 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Showing of Emme's new Spring millinery to the press during cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMME	21 EAST 56TH ST.
Monday Jan. 13- Jan. 16	THIRTY-SIXTH ANNUAL CONVENTION "Dynamic Distribution in a Free Economy" will be the theme of the annual convention of the National Retail Dry Goods Association, where more than 5,000 retailers are expected to attend the sessions which will open at breakfast and continue through evening meetings during the five-day gathering. Hundreds of exhibits by manufacturers will be a feature of the convention. The best retail radio programs produced during 1946 will be determined at the convention. The annual banquet will take place on Thursday evening, Jan. 16 (Tickets: \$7.50). Contact: Charles E. Harner, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL PENNSYLVANIA GRAND BALLROOM
Monday Jan. 13- Jan. 16	19TH ANNUAL CAMP INSTRUCTIONAL COURSE Registrations close Dec. 30. Tuition free. Contact: Educational Dept., S.H. Camp Co., Jackson, Mich. Publicity: Frank H. Kaufman, CH. 4-5798.	S. H. CAMP COMPANY (200 MADISON AVE.)	McALPIN HOTEL B'WAY AT 34TH ST.
Tuesday Jan. 14 9:30 A.M.	SPRING MILLINERY BREAKFAST CLINIC Annual Spring clinic of the Millinery Merchandising Executives' Association, with experts in the fashion, merchandising and business worlds discussing trends, problems and developments. Virginia Pope, fashion editor, N. Y. Times, will act as director of the Clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF-ASTORIA PERROQUET SUITE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 14 4:00 P.M. Cocktails	SPRING MILLINERY SHOWING FOR PRESS Mary Goodfellow will present her new Spring and early Summer millinery to the press at a cocktail party. (This showing had originally been scheduled for Thursday, Jan. 2.) Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW (23½ EAST 61 ST.)	HAMPSHIRE HOUSE COTTAGE
Tuesday Jan. 14- Jan. 15	EXHIBIT OF SPRING STYLES FOR MEN A complete wardrobe of fashions for men, from shorts to topcoats, presented by the 25 members of the men's Fashion Guild of New York. Featuring the Guild's latest official colors: Harbor Blue, Skyline Red, and Liberty Gray. Press showing on Tuesday, Jan. 14, from 10:00 A.M. to 12:30 P.M. Continuous showing from 1:00 P.M. to 9:00 P.M. on Tuesday and Wednesday. Trade and press are cordially invited. Publicity: Lee Babin, The Zlowe Co., VA. 6-4885.	MEN'S FASHION GUILD OF NEW YORK	SAVOY PLAZA HOTEL BALLROOM
Tuesday Jan. 14 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Semi-annual Spring millinery fashion show, will follow dinner. The following milliners will present new trends in hats:	MILLINERY STAB. COMM.; MILLINERY FASHION BUREAU	HOTEL ASTOR GRAND BALLROOM
	<u>UPTOWN MILLINERS</u> Anita Andra Braagaard Hattie Carnegie Chanda Lilly Dache Delle Donne Emme Peg Fischer Walter Florell Helene Garnell Gladys & Belle Mary Goodfellow John-Frederics Mago Hayes Miriam Lewis Laddie Northridge Mme. Pauline Florence Reichman Suzanne Remy Sally Victor	<u>POPULAR-PRICED MAKERS</u> Alba Hat Co. Alfreda Brandt Millinery Joe Cohn Hats Abe DelMonte Co. Elizabeth Hat Co. Oscar Friedman Harry Furst B. J. Goldenberg Goldston-Weber Greenstein & Flaum Luxor Hat Co. Walter K. Marks Millinery Fashion Creators Frances & Walter Nelkin Parfait Hats David Rothman Morris Schachter & Co. Schoen Hats Schwartz & Rosenfeld Woodmere Hat Co. Bernard Workman	<u>MILLINERY CREATORS GUILD</u> Bernice Charles Germaine Montabert Harryson Hats G. Howard Hodge Jeanne Tete Edgar J. Lorie Milgrim Hats  <u>JUNIOR MAKERS</u> Bertlyn, Greenberg-Fisch Hat Corp. Ann Koppelman Madcaps Park Avenue Jrs. Play-Toppers Radcliffe Fashions
	Commentator: Mrs. Maude G. Moody, millinery fashion editor of Women's Wear Daily. Tickets: \$16.50 for dinner (including tax); show only, \$8.50 (mezzanine). For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603.		
Wednesday Jan. 15 9:30 A.M. Breakfast	"YOUNG THINGS" SHOWING OF NEW COTTONS Ellen Hewitt of Delphi will present her "Young Things" line of new teen-age cottons to the press and trade during breakfast. (NOTE CHANGE OF DATE). Attendance by invitation only. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644. Ellen Hewitt Publicity: Mildred Kaldor, BR. 9-9399.	ELLEN HEWITT OF DELPHI	HOTEL PIERRE COTILLION ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 15 1:00 P.M. Luncheon	SHOWING OF ORIGINAL GOWNS BY EDITH HEAD Preview of fashions worn by Loretta Young and Virginia Field in the forthcoming Paramount picture, <u>The Perfect Marriage</u> , produced by Hal Wallis, and featuring ten glamorous nightgowns in addition to other exciting creations designed by Edith Head. Also, "The Business Girl Silhouette", with clothes worn by Joan Caulfield in <u>Welcome Stranger</u> and <u>Dear Ruth</u> ; and by Elizabeth Scott in <u>Desert Fury</u> ; the "Latin American Silhouette" in fashions created for Dorothy Lamour in <u>My Favorite Brunette</u> ; "The Peg Top Peplum, 1915" as illustrated by Betty Hutton in <u>Perils of Pauline</u> ; "The Hour Glass, 1900" by Joan Fontaine in <u>Emperor Waltz</u> . Hats by Lilly Dache. Commentator: Edith Head. Public by reservation. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Paramount Publicity: Aileen St. John Brenon, BR. 9-8700. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	PARAMOUNT PICTURES	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 15 4:30 P.M. Cocktails	NEW SOPHIE READY- TO-WEAR MILLINERY Press preview and cocktail party at the new Saks 5th Avenue ready-to-wear millinery studio at 27 West 56th St., to introduce their new collection of exclusive Sophie millinery. ( <u>Note change of date</u> ). Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	27 WEST 56TH STREET 7TH FLOOR
Thursday Jan. 16 4:00 P.M.- 7:00 P.M.	PRESENTATION OF A "GALLERY OF TIES" Necktie showing by Arthur Siegman Inc. of a "Gallery of Ties". By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	ARTHUR SIEGMAN, INC.	HOTEL PLAZA BAROQUE SUITE
Tuesday Jan. 21 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Spring and Summer fashions by top New York designers will be presented at the third annual "March of Dimes" Fashion Show in New York for the benefit of the National Foundation for Infantile Paralysis. Tickets: \$12.00 and \$20.00. For tickets, contact: Recia Sobelson, CI. 6-4571, Ext. 29. Press by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 21 7:00 P.M. Dinner- Dance	DALLAS "MARCH OF DIMES" FASHION SHOW A March of Fashions for the "March of Dimes" will be staged at the New Plantation Club in Dallas during Spring market week. Special feature will be the parade of Dallas-designed women's, men's and children's wear; millinery, hats and accessories. The Dallas Fashion and Sportswear Center and Dallas Fashion Group are cooperating in the production. Among those planning to attend from New York are: Betsy Blackwell, Mlle.; Frances Harrington, Charm; Louise Benjamin, Ladies Home Journal; Alice Hughes, King Features; Hope Skillman, Skillmill Fabrics, and others. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	NATIONAL FOUNDATION FOR INFANTILE PARALYSIS	DALLAS TEXAS
Wednesday Jan. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show to be presented by Russeks during luncheon. Public by reservation. Press by invitation. For reservations, contact: "Frank", EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 23 3:00 P.M.	PRESS PREVIEW: NEW MILLINERY COLLECTION Exclusive millinery for Spring and early Summer by Germaine Vittu. Presentation by Mme. Paule Madoc. Press <u>strictly by invitation</u> . Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE SUITE 908-910
Wednesday Jan. 29 1:00 P.M. Luncheon	PRESS LUNCHEON AND THEATRE PARTY Lane Bryant will give a preview of its new Fifth Avenue building to the press at a Luncheon-Theatre party to celebrate the opening of their new store. An original musical comedy story of Lane Bryant's history, featuring well-known personalities, will be given at 2:00 P.M., followed by a guided tour of the store. <u>Attendance by invitation only</u> . Publicity: Jerome Klein or Roslyn Kaye, LE. 2-0200, Ext. 9 or 10.	LANE BRYANT	465 FIFTH AVENUE THIRD FLOOR
Wednesday Jan. 29 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION New fashions by Arnold Constable will be presented during luncheon. Public by reservations. Press by invitation. For reservations, contact: "Frank", EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300, Ext. 202. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 30 5:30 P.M. Cocktails	SOUTHERN HOSPITALITY COCKTAIL PARTY Party for press and toiletries buyers to celebrate the opening and to dedicate the new Williamsburg Room for Old South Perfumers at their N. Y. showroom. By invitation only. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.	OLD SOUTH PERFUMERS	347 FIFTH AVENUE 13TH FLOOR
Beginning Monday Feb. 3	OPENING OF SUMMER LINES These summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year--Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Members of the Sportswear Guild include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN Contact individual manufacturers.	THE SPORTSWEAR GUILD KANE-WEILL, INC. MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Beginning Monday Feb. 3	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program of three seasons a year. Guild houses presenting Summer lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CAPRI FROCKS CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS, INC. LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	MANUFACTURERS' SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANN TROY, INC.



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Monday  
Dec. 30  
2:30 P.M. SYMPHONY CONCERT FOR YOUTH CARNEGIE HALL, 7TH AVE. & 57TH ST.  
Symphony Concert for Youth, presented by members of the N.B.C. Symphony Orchestra, conducted by Samuel Antek, and sponsored by American Youth for World Youth for the benefit of Refugee Children's Welfare Program in France. Guests: Henry Morgan, radio humorist; and Alfred Gallodoro, saxophone and clarinet virtuoso. The program will include Haydn's "Toy Symphony", Prokofieff's "Peter and the Wolf", Morton Gould's "Guaracha", Ravel's "Pavane", etc. Tickets: \$1.20-\$3.00. Contact: Box Office, CI. 7-7460.
- Monday  
Dec. 30  
8:30 P.M. MUNSEL-MELTON-CASADESEUS CONCERT CARNEGIE HALL, 7TH AVE. & 57TH ST.  
Patrice Munsel, soprano, James Melton, tenor and Robert Casadeseus, pianist, in the first of a series of three concerts for the Veterans Rehabilitation Program of the Musicians Emergency Fund. On January 15, Lauritz Melchior, tenor, and Eleanor Steber, soprano, will appear, and the final recital on February 11 will feature Ezio Pinza, bass, Licia Albanese, soprano, and William Primrose, cellist. Prices for the series (tax included): \$3.60-\$100.00. Contact: Box Office, CI. 7-7460.
- Monday  
Dec. 30-  
Jan. 4 EIGHTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH  
Mon. Dec. 30 at 8:00 P.M.--DER ROSENKAVALIER. Jessner, Stevens, List.  
Tues. Dec. 31 at 8:30 P.M.--RIGOLETTO. Munsel, Tibbett, Peerce.  
Wed. Jan. 1 at 8:15 P.M.--IL TROVATORE. Roman, Harshaw, Bjoerling.  
Thurs. Jan. 2 at 2:00 P.M.--LE NOZZE DI FIGARO. Steber, Sayao, Pinza.  
Thurs. Jan. 2 at 8:00 P.M.--CARMEN. Stevens, Albanese, Jobin, Merrill.  
Fri. Jan. 3 at 8:30 P.M.--LUCIA DI LAMMERMOOR. Pons, Peerce, Moscona.  
Sat. Jan. 4 at 2:00 P.M.--FAUST. Mazella, Stellman, Bjoerling, Pinza.  
Sat. Jan. 4 at 8:00 P.M.--TRISTAN UND ISOLDE. Varnay, Thebom, Ralf.  
Publicity: Margaret Carson, PE. 6-1200.
- Wednesday  
Jan. 1 OPENING: "LOVE GOES TO PRESS" BILTMORE THEATRE, 47TH ST. W. OF B'WAY  
One of the hits of the past London season, this Martha Gellhorn-Virginia Cowles comedy will be presented here by Warren Munsell and Herman Bernstein. The cast is headed by Ralph Michael, Joyce Heron, William Post, Jr., Jane Middleton and others. Director: Wallace Douglass. Settings: Raymond Sovey. Publicity: Leo Freedman, CH. 4-7250.
- Thursday  
Jan. 9 OPENING: "STREET SCENE" ADELPHI THEATRE, W. 54TH ST.  
Dwight Deere Wiman and The Playwrights' Company present a musical version of Elmer Rice's drama with Norman Cordon, Anne Jeffreys, Polyna Stoska, Richard Manning and Sydney Rayner. Music by Kurt Weill; book by Elmer Rice. Director: Charles Friedman. Settings: Jo Mielziner. Costumes: Lucinda Ballard. Publicity: William Fields, CI. 5-7930.
- Friday  
Jan. 10 OPENING: "FINIAN'S RAINBOW" 46TH ST. THEATRE, 226 W. 46TH ST.  
Lee Sabinson and William R. Katzell present a new musical by E.Y. Harburg, Fred Saily and Burton Lane based on Irish legends. Cast features Ella Logan, Albert Sharpe, Donald Richards, David Wayne, Arita Alvarez, and the Lyn Murray singers. Director: Bretaigne Windust. Scenery and lighting: Jo Mielziner. Costumes: Eleanor Goldsmith. Publicity: Sam Friedman, CH. 2-8048.